

METHOD TO OPTIMIZE THE COLOR POINT IN TRANSFLECTIVE
COLOR LIQUID CRYSTAL DISPLAYS

ABSTRACT OF THE DISCLOSURE

5 The present invention relates to transflective color liquid crystal
displays that provide for improved balancing and optimization of color
and white points in transmissive and reflective mode. The invention is
base on the deliberate increase of light absorbance at sub-pixels of
selected colors. The light absorbance can be increased by the inclusion
10 of light absorbing portions (803) on the transflector (800) at sub-pixel
level, which then reduces the total reflectivity and/or transmittivity of
that sub-pixel. Selecting the light absorbance in accordance with the
present invention may be combined with the use of color filters having
differentiated thickness and/or pinhole color filters.

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